

## Persuasive Essay

Teacher Name: Mr. Michaud

Student Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Category	Crushed it!	Semi-awesome!	Not quite there... yet!	Needs improvement
Audience 25%	Demonstrates a clear understanding of the potential reader and uses appropriate vocabulary and arguments. Anticipates reader's questions and provides thorough answers appropriate for that audience.	Demonstrates a general understanding of the potential reader and uses vocabulary and arguments appropriate for that audience.	Demonstrates some understanding of the potential reader and uses arguments appropriate for that audience.	It is not clear who the author is writing for and the writing seems unprofessional.
Supported Position 25%	Includes 3 or more pieces of evidence (facts, statistics, examples, real- life experiences) that support the position statement. The writer anticipates the reader's concerns, biases or arguments and has provided at least 1 counter-argument.	Includes 3 or more pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement.	Includes 2 pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement.	Includes 1 or fewer pieces of evidence (facts, statistics, examples, real-life experiences).
Grammar, spelling, capitalization, and punctuation 20%	Author makes no errors in grammar or spelling that distract the reader from the content.  Author makes no errors in capitalization or punctuation, so the essay is exceptionally easy to read.	Author makes 1-2 errors in grammar or spelling that distract the reader from the content.  Author makes 1-2 errors in capitalization or punctuation, but the essay is still easy to read.	Author makes 3-4 errors in grammar or spelling that distract the reader from the content.  Author makes 3-4 errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Author makes more than 4 errors in grammar or spelling that distract the reader from the content.  Author makes several errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.
Sentence Structure 10%	All sentences are well- constructed with varied structure.	Most sentences are well-constructed and there is some varied sentence structure in the essay.	Most sentences are well constructed, but there is no variation in structure.	Most sentences are not well-constructed or varied.
Citations 10%	All sources are cited correctly and formatted properly on separate "Works Cited" page.	Sources are cited and clear, but formatting is an issue.	Sources are cited but unclear, improper format.	An attempt was made to cite sources, but it was unclear.

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Sequencing and Word-count 10%	Arguments and support are provided in a logical order that makes it easy and interesting to follow the author's train of thought.  Meets word-count, without exceeding it, of 1400-1500.	Arguments and support are provided in a fairly logical order that makes it reasonably easy to follow the author's train of thought.  Is less than or equal to 50 words below or beyond the word-count.	A few of the support details or arguments are not in an expected or logical order, distracting the reader and making the essay seem a little confusing.  Is more than or equal to 51 words below or beyond the word-count.	Many of the support details or arguments are not in an expected or logical order, distracting the reader and making the essay seem very confusing.  Is either below or beyond the word-count by more than 101 words.

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